LUMS
A Not-for-Profit University

SULEMAN DAWOOD
SCHOOL OF BUSINESS

MBA
PROGRAMME
FALL 2020

AACSB
ACCREDITED

LEAD
INSPIRE
TRANSFORM

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INSPIRE
TRANSFORM

MESSAGE FROM THE HONORARY DEAN

Business now moves at the speed of light. Understanding what needs to be done today to shape tomorrow's world has never been more complex. Every MBA is concerned with how to act intelligently to trigger progress. It is clear that evolution is never easy. Yet, the MBA at the Suleman Dawood School of Business (SDSB) will train you not just to evolve, but to transform what exists into high impact enterprise growth and profitability whilst creating financial, organisational and social value. The MBA experience at LUMS is like no other in its potential to sculpt you into a leader able to harness possibilities invisible to others. Life seldom offers easy choices but opting for the LUMS MBA is an exception. Come learn for yourself.

We look forward to welcoming you to SDSB.

DR. ALNOOR BHIMANI
Honorary Dean
Suleman Dawood School of Business

THE SDSB ADVANTAGE

AACSB ACCREDITED

SDSB is Pakistan's first business school to achieve accreditation by AACSB International —The Association to Advance Collegiate Schools of Business (AACSB). Since 1916, AACSB has become a renowned global leader in assessing and evaluating business schools for programme quality, relevance, impact, and overall educational services.

The rigorous accreditation process, which lasts several years, weighs performance against 15 international standards. These standards include strategic management, innovation, learning and teaching, professional engagement, and active participation of students, faculty, and staff.

As a result, just five per cent of business schools in the world hold AACSB accreditation. SDSB is privileged to be one of the 856 AACSB accredited business schools in the world; a testament to the quality of research and pedagogy that makes it stand out not only in the region, but around the world.

The SDSB MBA is ranked among the top **25** MBA programmes in Asia according to QS MBA Ranking Asia 2020 and the top **250** in the world QS Global MBA Ranking 2020.

LUMS is ranked among the top **50** in Asia and the top **200** worldwide by QS Graduate Employability Rankings 2020.

SDSB is a **Harvard Business Publishing** content partner.

Strong emphasis is placed on **participant-centred learning**.

Experiential Learning components include industry diagnostics, entrepreneurial drills and consultancy projects.

Fully funded scholarships are available for local and international students.

77%
OF MBA 2019 STUDENTS WERE SUCCESSFULLY PLACED BEFORE GRADUATION

16
INTERNATIONAL STUDENT EXCHANGE PROGRAMMES WITH SOME OF THE BEST GLOBAL INSTITUTIONS

50%
SCHOLARSHIP AWARDED TO ALL WOMEN ADMITTED TO THE PROGRAMME

800+
CASE STUDIES INDIGENOUSLY DEVELOPED ON LOCAL INDUSTRY CHALLENGES AND TRENDS

78%
FACULTY MEMBERS POSSESS A PHD FROM THE WORLD'S TOP INSTITUTIONS

THE LUMS MBA

The MBA Programme at the Suleman Dawood School of Business at LUMS is as unique as it is transformative. It is focused on creating business leaders with the power to effect change. It is premised on tackling the complexities of a changing world where global shifts, technological change, business model innovations and novel managerial expertise require the application of extreme business intelligence and the capacity to act quickly. The MBA empowers men and women to question, re-think and mobilise managerial impact, enterprise performance and business growth at national, regional and global levels. Our MBA graduates are recruited by leading organisations in Pakistan and internationally, while many opt to kick-start entrepreneurial ventures of their own.

Our MBA core courses are designed with input from CEOs and senior industry experts to ensure that our graduates demonstrate high knowledge in core business areas including finance, marketing and strategy. Through a unique blend of classroom instruction, targeted practice and constructive feedback, students acquire essential soft skills honing in on high-level communication, public speaking and the ability to navigate across different organisational cultures.

The Programme deploys participant-centred learning inclusive of simulations, role-plays, case studies and industry visits. MBA students also tackle hundreds of business cases to develop their capacity to make decisions and act across a broad range of situations. Additionally, the MBA provides practical experience based on real-world situations, supported by professional mentorship through the three Experiential Learning components of the Programme.

A TRADITION OF TEACHING EXCELLENCE

The SDSB MBA faculty strives to empower future business leaders using the case method of teaching and other participative tools in order to hone their understanding of management issues and decision-making situations. It is actively engaged in research on challenges and opportunities offered across business contexts. Faculty members serve as trusted advisors and consultants to decision makers, tackling real-world issues through practical application of business theory and knowledge.

The School has over 50 full-time faculty teaching across a range of areas including Accounting and Finance, Marketing, Organisational Behaviour, Human Resources, Management, Strategy and Operations, Management Information Systems, and Information Technology.

The SDSB faculty engages in cutting edge research across fields of business to create and develop managerial thinking and practices as well as pedagogical knowledge. Pioneering research conducted by the faculty is published in the world's best journals and case hubs. SDSB is a Harvard Business Publishing content partner, contributing insightful and meaningful research at a global level. The School's emphasis on practically relevant research and promotion of knowledge-sharing between academia and industry creates synergy between theory and practice. SDSB's faculty last year published over 40 articles with over two thirds being in 'A' ranked global journals, and produced 39 new cases.

THE PROGRAMME STRUCTURE

The MBA at SDSB is a two-year programme built on case method teaching and a focus on tackling real-world business challenges. A collection of core and elective courses, combined with Experiential Learning through active industry engagement from day one sets this Programme apart as a model for advancement, growth, and success. The Experiential Learning process is grounded in the practical application of reflective thinking to analyse and make impactful decisions. During the MBA, students work on over 500 cases in which they become active learners and decision makers, developing critical thinking and quantitative reasoning skills. They analyse and apply theoretical frameworks to debate and develop arguments and make powerful cases to energise businesses, teams, and entrepreneurial ventures.

The Case Method

LUMS has pioneered the use of the case method in Pakistan. Students work on cases based on actual managerial challenges drawn from real-world examples. They take on the role of decision makers and provide solutions to real life business issues in a classroom setting.

Summer Immersion Programme (SIM)

SIM develops a strong base for students to help them succeed in the rigorous two-year MBA Programme that follows. It comprises business fundamentals through communication, business, finance and computer application modules.

Experiential Learning (EL)

The MBA Programme at LUMS is completely case based with an Experiential Learning component through active industry engagement. The EL component includes:

Industry Analysis Exercise	EL-1
My Startup	EL-2
MBA Consultancy Project	EL-3

A TRULY GLOBAL LEARNING EXPERIENCE

Each year MBA students can opt for a semester abroad at any one of our exchange partner schools:

1. **BOND UNIVERSITY,** AUSTRALIA
2. **BROCK UNIVERSITY,** CANADA
3. **COPENHAGEN BUSINESS SCHOOL,** DENMARK
4. **EMLYON BUSINESS SCHOOL,** FRANCE
5. **ESSEC BUSINESS SCHOOL,** FRANCE
6. **GUANGHUA SCHOOL OF MANAGEMENT,** CHINA
7. **IÉSEG SCHOOL OF MANAGEMENT,** FRANCE
8. **INDIAN SCHOOL OF BUSINESS,** INDIA
9. **KOÇ UNIVERSITY,** TURKEY
10. **LANCASTER UNIVERSITY,** UNITED KINGDOM
11. **MANAGEMENT DEVELOPMENT INSTITUTE,** INDIA
12. **SEOUL NATIONAL UNIVERSITY,** SOUTH KOREA
13. **TSINGHUA UNIVERSITY SCHOOL OF ECONOMICS AND MANAGEMENT,** CHINA
14. **UNIVERSITY OF NEWCASTLE,** AUSTRALIA
15. **UNIVERSITI SAINS MALAYSIA,** MALAYSIA
16. **UNIVERSITY OF MALAYA,** MALAYSIA

THE MBA LIFE

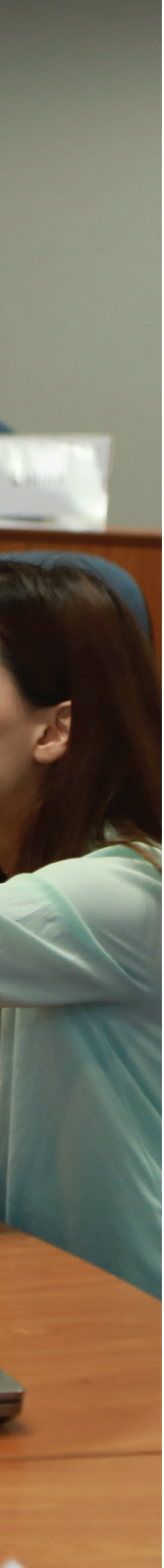
The SDSB MBA attracts applicants from diverse backgrounds, various academic disciplines, and a wide cross-section of industry. This diversity is a major strength of the MBA Programme, translating into varying perspectives and promoting debate during the case method of learning.

MBA 2021 CLASS PROFILE

Male	66
Female	15
Average Age	26 years
Average Experience	2.5 years

MBA 2021 ACADEMIC BACKGROUND

Economics and Politics	13
Engineering	40
Accounting and Finance	7
Biology and Biotechnology	3
Business Management and Marketing	16
Psychology	1
Commerce	1



OUR PLACEMENTS

EMPLOYERS OF THE CLASS OF 2019

- 3M
- Abacus Consulting
- AC Nielsen
- Adam Smith International
- Artistic Group
- A.T. Kearney, KSA
- Back Office FZ LLC, UAE
- Bain & Company, UAE
- Baltoro Capital
- Bata Pakistan
- British American Tobacco
- Careem
- Coca-Cola Export Corporation
- Coca-Cola Beverages Pakistan Ltd.
- Continental Biscuits Ltd.
- CureMD
- Daraz.pk
- Eiwan Developments
- Emirates NBD Bank
- Engro Corporation
- Engro Polymer & Chemicals Ltd.
- Energas
- ECS
- Fatima Group
- Fatima Ventures
- Four Brothers Group Pakistan
- FrieslandCampina Pakistan
- General Electric Company
- GlaxoSmithKline
- Henkel Ltd.
- Highnoon Laboratories Ltd.
- Hilal Foods
- House of Habib
- Hush Puppies
- Hyundai
- IBM
- iCatch
- ICI Pakistan Ltd.
- Jaffer Group of Companies
- Jazz
- Louis Dreyfus Company
- Maersk
- Mondelez
- Khaadi
- McKinsey and Company
- Medi Urge (Pvt.) Ltd.
- METRO Cash and Carry Pakistan
- Mughal Steel
- Nestle Pakistan
- Pakistan Air Force
- Pakistan Centre for Philanthropy
- Philip Morris International
- Procter & Gamble Pakistan
- Reckitt Benckiser
- Samsung Pakistan
- Shell Pakistan
- Service Sales Corporation (Pvt.) Ltd.
- Sefam (Pvt.) Ltd.
- Servup
- Standard Chartered Bank
- Supreme Foods, KSA
- Systems Ltd.
- Tetra Pak
- Telenor Pakistan
- Total Parco Pakistan
- Uber
- United Bank Ltd.
- US Apparel &Textiles - Advance Fashion
- Unilever Pakistan
- VentureDive
- Warda
- Wateen Telecom
- Zong CMPak

2019 JOB PLACEMENT BY FUNCTION

MANAGEMENT TRAINEE/ROTATION
41%

MARKETING/SALES
22%

CONSULTING
5%

SUPPLY CHAIN
3%

STRATEGY
3%

PROJECT MANAGEMENT
3%

FINANCE
3%

2019 JOB PLACEMENT BY SECTOR

RETAIL
32%

FMCG
11%

GROUPS/ CONGLOMERATES
11%

TECHNOLOGY/ TELECOMMUNICATIONS
8%

CONSULTING
8%

ENERGY
5%

BANKING/ FINANCIAL SERVICES
3%

TRANSPORT
3%

DEVELOPMENT
3%

AGRIBUSINESS
3%

ALUMNI NETWORK

SDSB MBA graduates earn a lifetime membership to a privileged network of change makers and impact creators around the world. MBA graduates stay connected through a multitude of alumni activities, including networking, professional development workshops, fundraising events, and more. With an over 13,000-member group of business leaders, entrepreneurs, and thinkers around the world, the LUMS Alumni Network plays a crucial role in the pursuit of excellence and growth.

KARIM BEG

Vice President Government Sales - MENA Region, Visa Middle East Fze, Dubai
MBA 1990

"In addition to a solid education, LUMS gives the opportunity to interact with real business leaders. The hands-on experience provides students confidence. Important management skills including presentation and negotiation skills, working long hours, problem-solving and crisis management is all rolled into the two-year programme."

FARIYHA SUBHANI

Managing Director, South Asia, Upfield Pakistan Pvt. Ltd.
MBA 1989

"Education at LUMS gave me the confidence and taught me to never give up. It teaches you one thing, and that is, do what you love. Start with the belief that you can move mountains and pretty soon you will."

pepsi
30 years

ADMISSION CRITERIA

LOCAL AND INTERNATIONAL STUDENTS

Admission is purely merit-based and rests solely on the following criteria:

1. ACADEMIC RECORD

A minimum of sixteen (16) years of education leading to a Master's or Bachelor's* degree from a university recognised by the Higher Education Commission (HEC), Pakistan.

*Applicants holding only a Bachelor's degree of less than four years' duration will be required to produce an equivalence certificate of 16 years of education issued by HEC, Pakistan.

Applicants completing their last degree by May 15, 2020 are also eligible to apply.

2. PERFORMANCE IN ADMISSION TESTS

Applicants are required to take the GMAT or GRE (General) or NTS GAT (General) in order to be considered for admission.

For further details on GMAT, GRE (General) and NTS GAT (General), please visit
www.mba.com or
www.ets.org or
www.nts.org.pk

NOTE

- GMAT/GRE (General) taken more than five years before the admission deadline will not be considered valid.
- NTS GAT (General) taken more than two years before the admission deadline will not be considered valid.

3. WORK EXPERIENCE

This requirement is not mandatory for admission to the MBA Programme. However, preference is given to applicants with prior work experience. Evaluation is based on the quality and tenure of the full-time work experience.

4. COMPLETE APPLICATION FORM (ONLINE) AND SUPPORTING DOCUMENTS

Complete application form (online) and supporting documents should be submitted by the stipulated deadline. Submission of a minimum of two recommendation letters is compulsory.

5. PERFORMANCE IN INTERVIEW

Only shortlisted applicants will be called for an interview.

FINANCIAL SUPPORT

The MBA journey is an important investment for you, and LUMS shares in this investment through several financial assistance programmes and interest free loans. Financial support is available to all eligible local and international applicants applying to our MBA programme.

1. MBA MERIT SCHOLARSHIP

Admitted students will be awarded a Merit Scholarship covering 50% of the tuition fee if they meet one of the following criteria:

- A GMAT score of 700 and above or a GRE score (equivalent to a GMAT score of 700 or above i.e. an aggregate GRE score of 322 or above in the quantitative and verbal sections).
- Top three (3) applicants in the University's Admission Merit Ranking

2. LUMS INTEREST FREE LOAN

LUMS offers Interest Free Loans to local MBA students based on annual financial need assessment. These loans cover partial to full tuition fee expenses.

3. ASIAN DEVELOPMENT BANK-JAPAN SCHOLARSHIP PROGRAM (ADB-JSP)

ADB-JSP provides support to students from ADB's members of developing countries. This scholarship covers full tuition fee, cost of medical and accidental insurance, monthly subsistence allowance, book allowance and travel expense. The applicant needs to simultaneously apply to the MBA Programme for admission along with financial aid and ADB-JSP through relevant websites.

4. WOMEN SCHOLARSHIP

Fostering, celebrating and advancing women's leadership in business, a 50% tuition fee waiver will be awarded to all admitted female students.

5. MCB STUDENT PERSONAL LOAN (SPL) FACILITY

Local MBA applicants can also apply to the MCB Student Personal Loan (SPL) Facility.

For details, please visit **https://financial-aid.lums.edu.pk/mba-emba-programme-fa**

6. EXTERNAL SCHOLARSHIPS (IF AVAILABLE)

There may be named scholarships available for students supported by individuals and organisations from around the world. Support and eligibility for these scholarships vary depending on the donor.

DATES TO REMEMBER

ROUND 1

DEADLINE TO TAKE GMAT/GRE (GENERAL)/ NTS GAT (GENERAL)
FEBRUARY 12, 2020

DEADLINE FOR ONLINE APPLICATION SUBMISSION
FEBRUARY 19, 2020
5:00 PM (PKT)

DEADLINE TO SUBMIT SUPPORTING DOCUMENTS
FEBRUARY 20, 2020

ROUND 2

DEADLINE TO TAKE GMAT/GRE (GENERAL)/ NTS GAT (GENERAL)
APRIL 09, 2020

DEADLINE FOR ONLINE APPLICATION SUBMISSION
APRIL 14, 2020
5:00 PM (PKT)

DEADLINE TO SUBMIT DOCUMENTS
APRIL 15, 2020

ADMISSION DECISIONS
MAY - JULY 2020

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